

Summer 5-1-1999

Senate Bill SB-99SB-1237 Unallocated Requests for Spinnaker

Student Government Association
University of North Florida

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UNIVERSITY OF NORTH FLORIDA
STUDENT GOVERNMENT ASSOCIATION



SENATE LEGISLATION

NUMBER SB-99SB-1237

SB-99SB-1237 Unallocated Requests for the Spinnaker

- WHEREAS: The Student Government Association of the University of North Florida was established to represent student concerns in all University wide matters, and;
- WHEREAS: The Budget and Allocations Committee is standing committee of the Student Government Association Senate, which is responsible for "allocation of the Activity and Service Fees," and;
- WHEREAS: Spinnaker, an agency of Student Government, requests funds from the Unallocated Account for salary increases, and;

WHEREAS: The increase of monies is as follows:

News Editor salary line increase from	\$5.15/hr to \$5.50/hr
Features Editor salary line increase from	\$ 5.15/hr to \$5.50/hr
Photo Editor salary line increase from	\$ 5.15/hr to \$5.50/hr
Copy Editor salary line increase from	\$ 5.15/hr to \$5.50/hr
Sports Editor salary line increase from	\$ 5.15/hr to \$5.50/hr
Graphic Editor salary line increase from	\$ 5.15/hr to \$6.00/hr

Position additions:

Web Editor:	\$5.50/hr x 15hrs/wk x 40 wks	=	\$3300
Reporter:	\$5.15/hr x 10hrs/wk x 35 wks	=	\$1802

Production increases for the Spinnaker to be produced in Color = \$4000

Total Request: = **\$10,288.15**

THEREFORE: Let it be enacted that \$10288.15 be transferred from the Student Government Association's Unallocated Reserves Account to the Spinnaker Account # 907002000.

Respectfully submitted, B & A Committee

Introduced by: B&A Chair, Melissa Ann Armbrister

Senate Action 9 - 5 - 1

Date July 30, 1999

Be it known that SB-99S-1237

is hereby PASSED / ~~VETOED~~ on

This 11th day of August, 1999

Signature.

Alexander Diaz

Student Body President



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UNF UNF

SPINNAKER
The Official Student Newspaper

July 6, 1999

Mr. Alexander Diaz, Student Body President
Mr. Brian Blackmire, Senate President
University of North Florida
4567 St. Johns Bluff Road South
Jacksonville, FL 32224-2645

Dear President Diaz and Senate President Blackmire:

I thank each of you for ardent desire to help improve the Spinnaker, the official campus newspaper of UNF, and for your help and suggestions for improvement in the past. I look forward to continuing a strong working relationship between the Spinnaker and the Student Government Association.

During my interview for the position of Managing Editor, I promised to improve the Spinnaker through better content and a more visually stimulating newspaper. In order to deliver on my promise of better content, I need to hire more reporters; in order to deliver on my promise of creating a more visually stimulating newspaper I need to incorporate full color. In examining the University of North Florida Student Government Association Activity and Service Fee Budget for Fiscal Year 1999-2000, it has become clear to me that I do not have the financial means to fulfill these promises.

Attachment A delineates item-by-item my funding requests regarding the hiring of more reporters and the incorporation of full color.

Additionally, it has become clear to me that there are some inadequacies in the pay structure of the Spinnaker compared to other agencies within the SGA. A detailed description of my research is described in Attachment B.

I feel the position of Web Editor must be created. The rationale and the salary requirements for this position are also included in Attachment B.

I have also taken the liberty of including for your information, Attachment C, a comparison of Spinnaker expenses to those of other campus newspapers around the country. I would like to meet with each of you at your convenience to discuss this further. I can be reached at the Spinnaker, ext. 2727; at home, 730-2273; or by cell phone, 234-0325.

I look forward to hearing from you soon.

Sincerely,

Signature Redacted

Shawn LaFata
Managing Editor

cc Dr. Gary Warner

Attachment A

I. FUNDING REQUESTS TO IMPROVE THE SPINNAKER

- A. The 1999-2000 school year production allotment: \$18,030
- B. Minimum amount to produce 30 issues (one issue for each week of the fall and spring semester) with outer four pages at four colors as quoted to me by Florida Sun Printing: \$750 per issue, \$21,750 for 30 issues (Price does not include \$50 charge per issue to the Spinnaker for stuffing of inserts).

Short
for print

- C. Current production costs as quoted to me by Florida Sun Printing: \$500 per issue, \$15,000 for 30 issues.
- D. Reasons for color
1. Will produce a full color, more attractive paper.
 2. Will allow paper to include an "around campus page" to stimulate student interest in paper.
 3. Potential to provide more advertising revenue, due to full color ads.
 4. Will initially allow managing editor to begin to fulfill promise of making the paper more visually stimulating and changing the campus perception of the paper.

- E. I request \$7,000 extra for production of the Spinnaker

Color

- F. Reasons for hiring additional reporters

3 more

1. To create a system of beats that span the campus.
2. To alleviate work-load on editors, and allow editors to do their jobs, instead of having to write the majority of the articles in the Spinnaker.

- G. I request \$5,820 more be allotted for three additional reporters

1. 1999-2000 budget allots for three paid reporters (\$5.15 per hour, 10 hours = \$1,940 per reporter = \$5,820).
2. I propose allocation for three more reporters = \$5,820

H. SECTION TOTAL = \$12,820

+ 12,889
25,0709

ATTACHMENT B

I. MY REQUEST: INCREASE HOURLY WAGES FOR SPINNAKER EMPLOYEES

A. Inadequacies in funds allotted to pay staff members

1. Inadequacies in director's pay

- a. Spinnaker Directors (MANAGING EDITOR and ADVERTISING MANAGER) - *Equal*
only allocated 40 weeks of pay in 1999-2000 budget. University of North Florida *Co-Directors*
SGA Constitution states they are to be paid for 48 weeks.

1. Chapter 1204.5 section B of SGA Constitution: The Managing Editor is a paid position working twenty (20) hours per week for forty-eight (48) weeks per year to oversee all processes on the staff of the Spinnaker, from writing to production to management.

2. Chapter 1204.6 section B of SGA Constitution: The Advertising Manager is a paid position working twenty (20) hours per week for forty-eight (48) weeks per year to oversee all matters related to advertising and revenue from advertisements.

- b. I propose Spinnaker Directors be paid for 48 weeks.

2. Directors of other agencies funded by student government; African American Student Union, Women's Center, Volunteer Center and Osprey Productions earn \$6.50 per hour.

- a. Spinnaker Director (MANAGING EDITOR), who currently earns \$6.00 an hour, should be entitled to same pay as other directors.
- b. I propose MANAGING EDITOR'S salary be raised to \$6.50 per hour (48 weeks, 20 hours per week = \$5,760 per year overall).
- c. Total allocated to MANAGING EDITOR in 1999-2000 budget = \$5,167. Proposed increase = \$593.

3. ADVERTISING MANAGER paid \$5.50 per hour when job description, as spelled out in the Spinnaker Policies and Procedures Handbook, puts ADVERTISING MANAGER on same plane as managing editor.
 - a. Organization of the Spinnaker (as spelled out in the Spinnaker Policies and Procedures Handbook): The Spinnaker's organizational model adopts a distinct separation of powers between those responsible for editorial content – the managing editor and various section editors – and those responsible for advertisements and non-editorial content – the advertising manager and sales people. This separation is designed to provide both editorial and advertising the degree of independence – including independence of another – necessary to do their jobs in a way that best preserves college press freedoms.
 - b. I propose the ADVERTISING MANAGER'S salary be brought up to par with the MANAGING EDITOR'S salary (\$6.50 per hour, \$5,760 per year).
 - c. Proposed increase = **\$1,024**
4. NEWS EDITOR, FEATURES EDITOR and SPORTS EDITOR (core staff responsible for production of paper each week) paid \$5.15 an hour and paid 15 hours per week.
 - a. Because of valuable services provided by editors, who not only serve as editors, but also help maintain Spinnaker office, I propose their salaries increase to \$5.75 per hour and they be paid 20 hours per week.
 - b. Total allocated for NEWS EDITOR, FEATURES EDITOR and SPORTS EDITOR in 1999-2000 budget = \$3,326 per editor, \$9,978 for all three editors combined.
Proposed increase = \$1,274 per editor, **\$3,822** overall.
5. PRODUCTION MANAGER, who is also part of core staff and sits on editorial board, is allocated \$5.15 per hour and only allocated 40 weeks of pay in the 1999-2000 budget.
 - a. University of North Florida SGA Constitution chapter 1204.7, section B states: The Production Manager is a paid position working twenty (20) hours per week for forty-eight (48) weeks per year to oversee all production related matters.
 - b. I propose the PRODUCTION MANAGER be paid 48 weeks per year.

- c. Because of valuable services PRODUCTION MANAGER provides, I propose he or she be paid \$5.75 per hour.
 - d. Current allotment for PRODUCTION MANAGER in 1999-2000 budget = \$4,335.
Proposed increase = **\$1,185.**
6. At the present time there is no allocation to pay a web editor to maintain and edit newspaper web site. A web editor will play a valuable role in overall function of the paper, and yield same power and responsibilities of all other editors. A web site is a valuable tool that has been underused by the Spinnaker in the past, but will be able to serve as a daily source of information in the future and a compliment to the newspaper.
- a. I propose a WEB EDITOR be paid \$5.75 per hour and receive 20 hours per week and 40 weeks of pay.
 - b. Proposed Increase = **\$4,600**
7. NEWS EDITOR and DISTRIBUTOR, who have both volunteered their time over the summer to better the paper, should be paid for the time they have contributed. Starting immediately, I recommend they begin regular pay and schedule.
- a. News editor: 20 hours a week = **\$805** (seven weeks at \$5.75) \$721 (seven weeks at \$5.15).
 - b. Distributor: 10 hours a week = **\$360** (seven weeks at \$5.15).
8. I propose **\$500** be added to the 1999-2000 budget for sports reporter travel fund, which has been included in past budgets, but was not included in the current budget.
- B. Section Total = \$12,889**

ATTACHMENT C

I. BREAKDOWN OF OTHER CAMPUS NEWSPAPERS AND THEIR FUNDINGS

- A. Seventeen campus newspapers throughout the country were surveyed to find out how they were funded, their production costs, how often they published, circulation, how many staff members were paid, their use of color and the school's enrollment.
- B. Breakdown of the numbers
 - 1. There were 12 public institutions and five private.
 - 2. Eleven institutions received funds from their Student Government Association, and of those 11, five were fully funded.
 - 3. There were 13 weekly publications and four daily publications.
- C. Overall numbers of all 17 newspapers (dailies and weeklies)
 - 1. Average production costs = \$398,250
 - 2. Average circulation = 8,276 issues
 - 3. Average school enrollment = 15,826
 - 4. Ten newspapers used full color, three used black and white and four used spot-color (black and white plus one color).
- D. Thirteen Weekly newspaper numbers
 - 1. Average production costs = \$36,623
 - 2. Average circulation = 5,500
 - 3. Average school enrollment = 12,403
 - 4. Seven newspapers used full color, two used black and white and four used spot-color.
- E. Student Government Funding Averages
 - 1. Eleven newspapers received funding from SGA, average production funding = \$30,561
 - 2. Five newspapers were fully funded, average production funding = \$33,800
- F. Funding and production information for Florida Atlantic University and Florida International University (both are public institutions in the state with weekly newspapers partially or completely funded by their SGA. They are the only other weekly newspapers at public institutions in the state that are funded by their SGA).

1. Florida Atlantic University
 - a. Completely funded through SGA, total funds = \$100,000
 - b. Production costs = \$0, newspaper is printed free by local newspaper. All money goes toward salaries and other expenses.
 - c. Circulation = 8,000
 - d. Enrollment = 20,000
2. Florida International University
 - a. Partially funded through SGA, the rest of the money is funded by ads. Total funds = \$8,000.
 - b. Production costs = \$56,000
 - c. Circulation = 10,000
 - d. Enrollment = 30,000

II. BREAKDOWN OF SPINNAKER FUNDING

- A. Total money allocated from SGA = \$42,977.15
- B. The Spinnaker is expected to provide \$10,000 in advertising revenue that is added into the budget. Total funding from Spinnaker and SGA = \$52,977.15
- C. Money allocated for salaries = \$28,566
- D. Money allocated for operating expenses = \$24,411 (\$18,030 allocated for production)